



RF-1842

B. C. A. (Sem. II) Examination
April / May - 2007
Organisation Structure & Behaviour

Time : Hours]

[Total Marks : 70

Instructions :

ନିମ୍ନ ବିବରଣୀ ସମ୍ପୂର୍ଣ୍ଣ ଭାବରେ ପୂରଣ କରନ୍ତୁ । Fillup strictly the details of signs on your answer book.	Seat No.
Name of the Examination :	
<input checked="" type="checkbox"/> B. C. A. (Sem. 2)	
Name of the Subject :	
<input checked="" type="checkbox"/> Organisation Structure & Behaviour	
Subject Code No. : <input type="text" value="1"/> <input type="text" value="8"/> <input type="text" value="4"/> <input type="text" value="2"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
Student's Signature	

- 1 Answer the following briefly : 12
- (a) Discuss the terms conflict, stress and Frustration.
 - (b) Explain the term role perception.
 - (c) What is Free-rein style of leadership ?
 - (d) Motivation is a continuous process – justify the statement.
 - (e) What are the qualities of an effective counselor ?
 - (f) Explain the need of out sourcing.

- 2 How is job enrichment achieved in an organisation ? 12

OR

- 2 (a) Explain the role of organisational behaviour in making of a successful organisation. 6
- (b) Elaborate the difference between formal and informal organisation structure. 6

- 3 (a) Differentiate between directive and non-directive counseling. 6

- (b) Explain various benefits of motivation. How does it affect Human Behaviour ? 6

OR

- 3 What do you mean by Quality of Work Life (QWL) ? 12
- What are the factors relevant for improving QWL and what are the effects of QWL ?

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[Contd...

- 4 (a) Discuss the various qualities of a manager as a leader. 6
(b) Explain : Leadership styles. 6

OR

- 4 (a) What is out sourcing ? Explain the benefits of out sourcing. 12
(b) Explain need of counseling. 12

- 5 Write short notes : (any three) 12
(1) Difference between Leadership and Management
(2) Scope of management
(3) Managerial skills
(4) Call centres set-up.

- 6 Humlog Bank is a new comer in the field of banking. 10
The bank management is very ambitions and confident of grabbing a big chunk of business.

In order to full its high profile ambitions the bank ordered incentives to its marketing staff for bringing new clients especially high worth corporate clients. Marketing employees were given a fixed percentage of the total business they brought with them. In a quest to get maximum incentives, the marketing staff scouted for new customers with full force. But the bank being a new one didn't have sufficient infrastructure to cope with demands of such a large customer base. This resulted in frequent dissatisfaction of the customers with the actual service staff. A lot of complaints piled up against the service staff.

On the contrary the National Bank of Ahmedabad is an existing player in this field in a quest to increase its market share the bank has introduced a performance linked incentive scheme for its employees. The scheme evaluates individual employees performance on following three parameter with appropriate weightage of each parameter, as explained underneath :

- (1) Individual performance 20%
- (2) Departmental performance 50%
- (3) Bank performance 30%

Evaluate the above situation and answer the following :

- Is the motivation theory adopted by Humlog Bank acceptable ? Explain its advantages and disadvantages ?
- If you were a manager what kind of motivation strategy would you adopt ?
- Does internal contest between employees improve performance ?